Working Stats

LEO BURNETT U.S.A.
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Convincing Triumph For Merit 100's.

—National Smoker Study

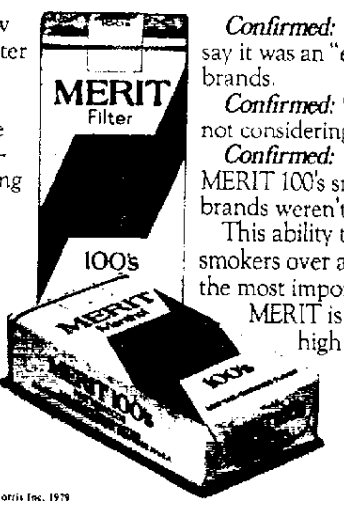
Actually taste as good as—or better than—higher tar brands, majority of smokers say.

Does the 'Enriched Flavor'™ tobacco of low tar MERIT provide taste satisfaction in a greater length cigarette as well? Recent nationwide research confirms it.

Confirmed: Majority of 100's smokers rate MERIT 100's taste equal to—or better than—leading high tar 100's tested! *Cigarettes having up to 70% more tar.*

Confirmed: Majority of 100's smokers confirm taste satisfaction of low tar MERIT 100's.

And in interviews conducted among current MERIT 100's smokers:



Confirmed: 85% of MERIT 100's smokers say it was an "easy switch" from high tar brands.

Confirmed: 9 out of 10 MERIT 100's smokers not considering other brands.

Confirmed: Overwhelming majority of MERIT 100's smokers say their former high tar brands weren't missed!

This ability to satisfy former high tar smokers over a long period of time could be the most important evidence to date that MERIT is the first major alternative to high tar smoking.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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